

Message Text

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12

ACTION EA-09

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R 070825Z APR 76

FM AMEMBASSY TAIPEI

TO USDOC WASHDC

INFO SECSTATE WASHDC 9072

AMEMBASSY SEOUL

AMEMBASSY MANILA

UNCLAS TAIPEI 2213

FOR: USDOC/BIC/OIM/EA/KELLY PASS SAD

E.O. 11652: N/A

TAGS: BEXP, TW, KS, RP

SUBJECT: HEALTH CARE TECHNICAL SEMINAR

SUMMARY: TAIPEI PORTION OF SUBJECT SEMINAR WAS COMPLETE
SUCCESS FOR SEMINAR MEMBERS AND POST.

1. AMBASSADOR LEONARD UNGER OPENED SEMINAR AT CEREMONIES
HELD AT 9:00 AM ON THURSDAY, APRIL 1. DR. WANG CHIN-MAO,
DIRECTOR GENERAL, NATIONAL HEALTH ADMINISTRATION,
EXECUTIVE YUAN, ROC, WAS GUEST OF HONOR. DR. CHIU SHIH-
JUNG, PRESIDENT, HOSPITAL ADMINISTRATION ASSOCIATION OF ROC,
THE ORGANIZATION COSPONSORING SUBJECT EVENT, DELIVERED
BRIEF REMARKS. MR. RICHARD GARNITZ, DIRECTOR, OFFICE
OF INTERNATIONAL MARKETING, USDOC, WAS PRESENT AT OPENING.

2. SESSIONS ON THURSDAY, APRIL 1, AND FRIDAY, APRIL 2
ATTRACTED 165 REGISTERED VISITORS AND TOTAL ATTENDANCE
OF 176. VISITORS INCLUDED MANY RANKING EXECUTIVES IN
HEALTH CARE FIELD AS WELL AS PHYSICIANS AND MEDICAL
TECHNOLOGISTS. SEMINAR MEMBERS, TOGETHER WITH DRS.
ERICKSON AND UHRICH, HELD 65 APPOINTMENTS. ONE-HUNDRED
SIXTEEN PHYSICIANS AND SURGEONS; PRESIDENTS OF HOSPITALS;
DIRECTORS OF DEPARTMENTS WITHIN HOSPITALS; PRESIDENTS
OF MEDICAL ASSOCIATIONS; PRESIDENTS OF RELATED TRADING
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COMPANIES AND OTHER LEADING EXECUTIVES IN MEDICAL AND

HEALTH CARE FIELD ATTENDED A THURSDAY EVENING RECEPTION HOSTED BY TRADE CENTER DIRECTOR FOR SEMINAR MEMBERS. AMBASSADOR UNGER AND TC DIRECTOR GREETED GUESTS ARRIVING AT RECEPTION.

3. BUSINESS RELATIONS ESTABLISHED DURING TWO-DAY EVENT GENERATED \$400 IN IMMEDIATE SALES AND \$1,374,500 IN SALES PROJECTED OVER NEXT 12 MONTHS. HODGES X-RAY SIGNED REPRESENTATION AGREEMENT. ELLERBE ARCHITECTS/ENGINEERS LOCATED 3 JOINT VENTURE POSSIBILITIES. HALEN ELLIOT (HEALTH FACILITIES ANALYSES) IDENTIFIED 3 POSSIBILITIES FOR REPRESENTATION.

4. AMBASSADOR UNGER MADE SPECIAL ARRANGEMENTS TO RECEIVE SEMINAR MEMBERS AT HIS RESIDENCE ON FRIDAY EVENING. AMBASSADOR'S INVITATION WAS HIGHLIGHT OF SEMINAR MEMBERS' VISIT TO TAIPEI.

5. SEMINAR MEMBERS' INITIAL REACTIONS TO TAIPEI EVENT WERE HIGHLY FAVORABLE. AUDIENCE WAS ALSO VERY IMPRESSED WITH SUBSTANCE OF PRESENTATIONS AND QUALIFICATIONS OF SPEAKERS. BOTH SEMINAR MEMBERS AND THOSE ATTENDING COMMENDED TC FOR MANNER IN WHICH ALL ASPECTS OF SEMINAR WERE ORGANIZED AND EXECUTED. SEMINAR MEMBERS EXPECT SUBSTANTIAL FUTURE BUSINESS PROSPECTS IN ROC AS A RESULT OF CONTACTS MADE DURING SUBJECT EVENT. ALL INDICATED THAT THEY WILL DEFINITELY VISIT ROC IN FUTURE AND CALL UPON POST FOR ASSISTANCE.

6. TC DIRECTOR WILL AWARD PEACE AND COMMERCE MEDALS TO DR. WANG CHIN-MAO, DIRECTOR GENERAL OF NATIONAL HEALTH ADMINISTRATION; DR. CHIU SHIH-JUNG, PRESIDENT, HOSPITAL ADMINISTRATION ASSOCIATION OF ROC; AND DR. WEI PING-YEN, PRESIDENT, TAIWAN UNIVERSITY HOSPITAL. ASSISTANCE FROM ABOVE PERSONS WAS INVALUABLE TO TC'S PREPARING FOR SUBJECT EVENT.

7. ON 4/9/76 TC WILL FORWARD TO DOC BY APO AIR MAIL AN ANALYSIS OF ATTENDANCE AT SUBJECT SEMINAR.

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8. TSS FUNDS FULLY EXPENDED.
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